



# Fake News on Facebook and Public Reaction

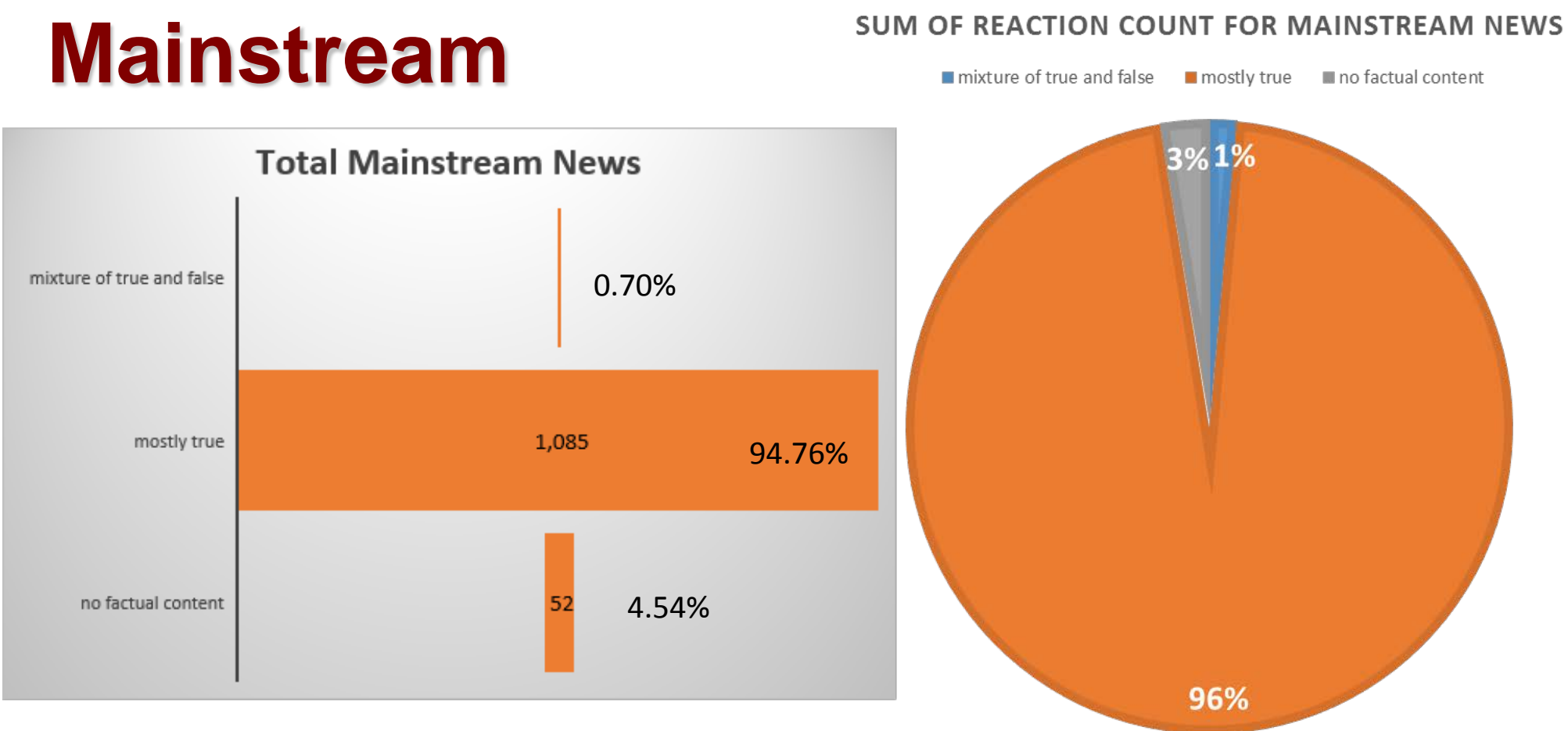
Ulvi Verdizada, MBA candidate  
Ernest C. Trefz School of Business  
University of Bridgeport, Bridgeport, CT

## Abstract

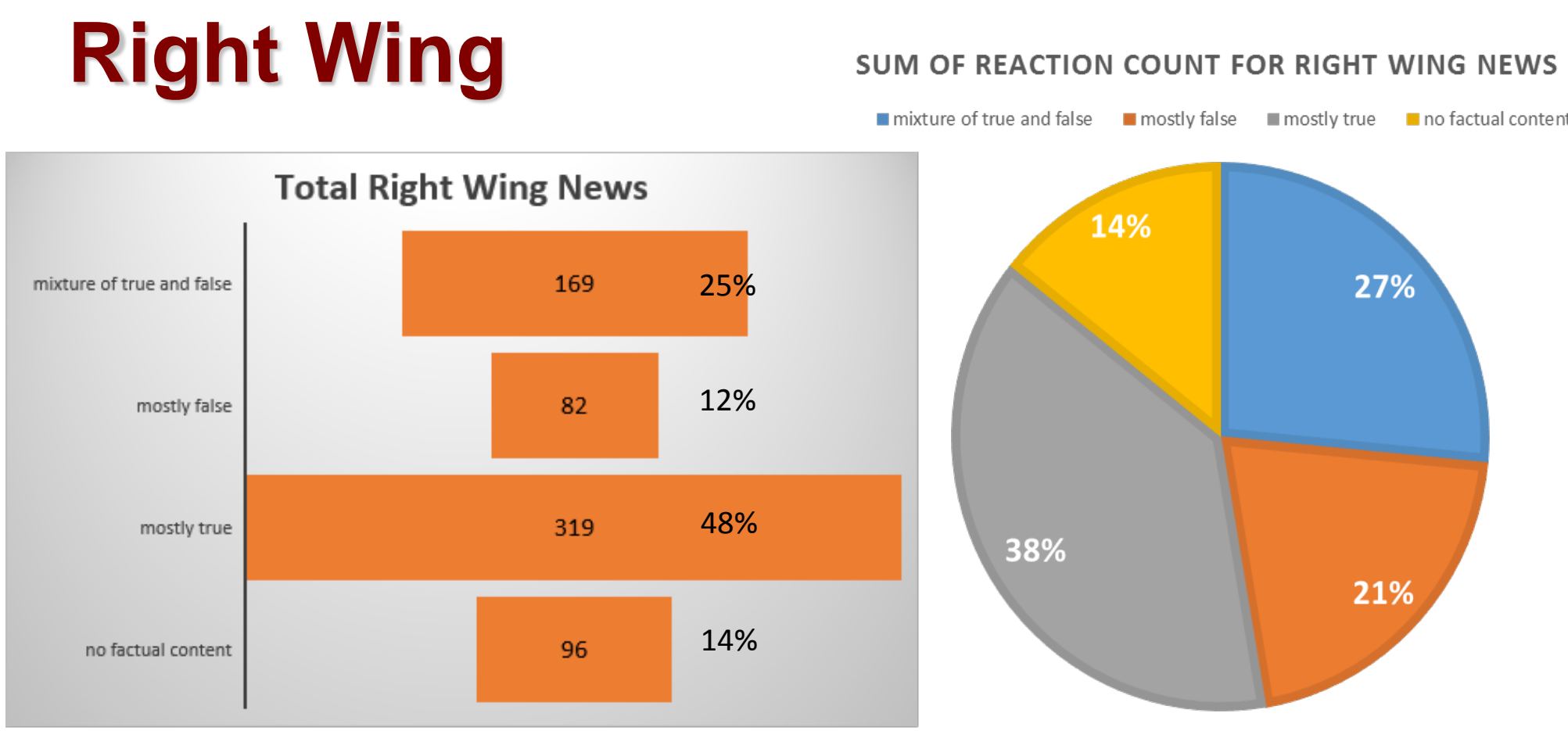
Many Facebook followers are being fed false news according to Analysis by BuzzFeed News. The review of over 2000 sources containing photos, links, videos, texts during pre-election generated by right wing, left wing and mainstream media and rated as “mostly true”, “mixture of true and false”, “mostly false” and “no factual content” show that followers react more to mostly false and no factual content news.

“Are non factual and mostly false news more viral than mostly true news?”

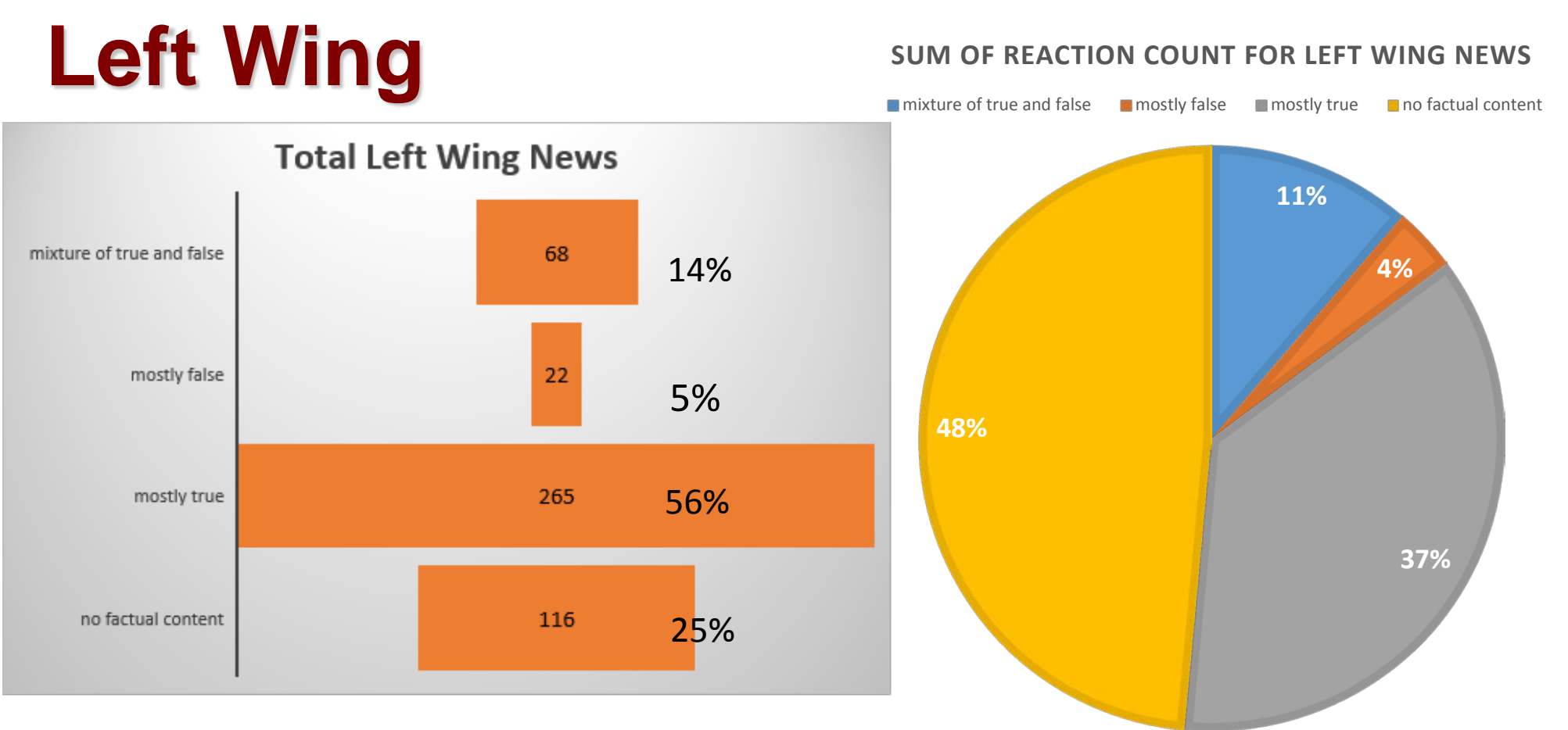
## Mainstream



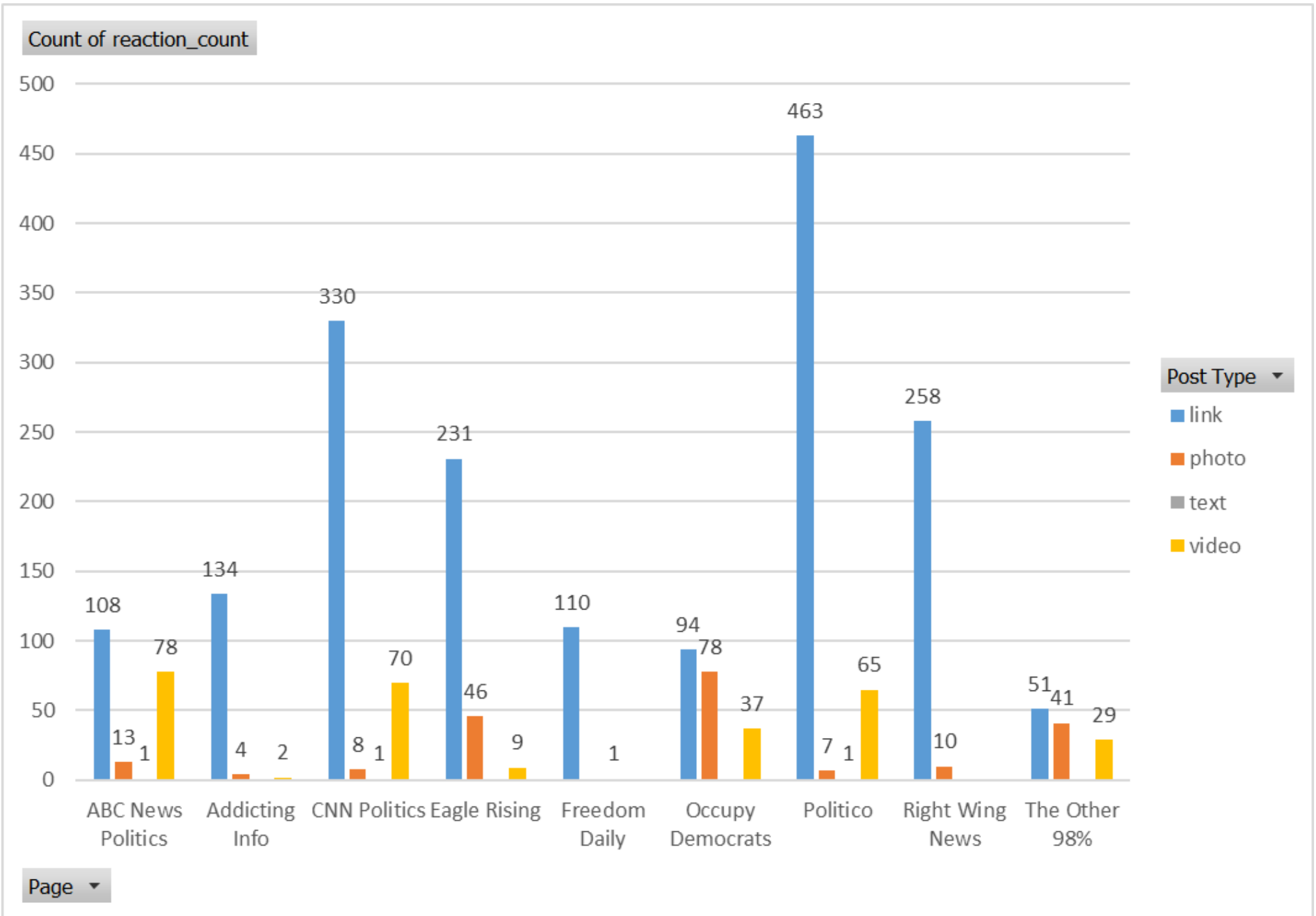
## Right Wing



## Left Wing



## Reactions by Post Type



The above chart shows that followers of different news groups mostly react to links usually containing information from other sources.

## Findings and Conclusion

The findings were interesting especially for the left wing news. No factual news present only 25% of left wing news category but half of the total reactions are attributed to it.

For left wing news category 56% of news are mostly true, but the reaction count is as low as 37% of overall reactions.

For right wing media, only half of the news are mostly true. Mostly false news is at 12% but the reaction to them is at 21%.

Mostly true news account for half of all the news in right wing category but the reactions attributed to it is as low as 38%. What this means is that false content gets more attention from followers than news with real content.